

**AMENDMENTS TO THE CLAIMS:**

1. (Cancelled)

2. (Currently Amended) A passive matrix type LCD display device capable of controlling the density of a visual presentation given in the form of a combination of selected segments, the display device comprising:

an LCD display comprising a predetermined segment arrangement having a plurality of common terminals connected to its individual segments and a similar counter segment arrangement having a plurality of segment terminals connected to its counter segments, a two or more time-division dynamic LCD drive; and

a dormancy determining controller;

wherein the dormancy determining controller supplies a controlled number M of AC drive voltage waves, M being an integer, each AC drive voltage wave having a period T, to add to a series of AC drive voltage waves each having a period T supplied from the two or more time-division dynamic LCD drive, the AC drive voltage waves being applied sequentially in time-division to all common terminals of the LCD display, the controlled number M varying to provide on the LCD display an image whose unclarity is reduced; and

wherein the dormancy determining controller selects within a single frame period at least one predetermined dormant period  $T_0$  during which the resulting voltage difference between all the common and segment terminals is zero.

3-6. (Cancelled)

7. (Currently Amended) An LCD display device according to claim 2 3, wherein the dormant period  $T_0$  is equal to the controlled number M times the drive voltage period  $T_1$  or the controlled number M times a predetermined period  $[t]$  shorter than the drive voltage period T.

Please add the following new claims:

8. (New) A passive matrix type LCD display device according to claim 2, wherein the controlled number M varies with a surrounding temperature.

9. (New) A passive matrix type LCD display device according to claim 2 or 8, wherein the controlled number M varies with a view angle at which a user looks at the LCD display.

10. (New) A passive matrix type LCD display device according to claim 2, wherein the controlled number M varies with pieces of information representing different modes in which the LCD display device is used for particulars of a user.